

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Grant of Security Interest in US Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ehlert Publishing Group, Inc.		11/29/2010	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	The Bank of New York Mellon Trust Company, N.A., as collateral agent
Street Address:	700 South Flower Street
Internal Address:	Suite 500
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90017
Entity Type:	Bank: UNITED STATES

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	3485054	ATV MAGAZINE
Registration Number:	3443291	ATV MAGAZINE
Registration Number:	3420456	INSIDE POWERSPORTS
Registration Number:	3095055	TOW VEHICLE OF THE YEAR
Registration Number:	3805372	TRAILER BOATS
Registration Number:	3715072	WATERCRAFT WORLD
Registration Number:	3433589	UTV MAGAZINE
Registration Number:	3637421	BOATING INDUSTRY
Registration Number:	2801898	BASS & WALLEYE BOATS
Registration Number:	2720545	BOW HUNTING WORLD
Registration Number:	2617541	THUNDER PRESS
Registration Number:	2629768	TRAILER BOATS
Registration Number:	2350998	EHLERT'S POWERSPORTS BUSINESS

OP \$690.00 3485054

900177815

TRADEMARK
 REEL: 004424 FRAME: 0371

Registration Number:	2281754	CAMPING LIFE
Registration Number:	2388184	ATV SPORT
Registration Number:	2239859	DREAM DEMO
Registration Number:	2200681	RODE REPORTS
Registration Number:	2008722	POWERBOAT
Registration Number:	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE
Registration Number:	2127883	ATV MAGAZINE
Registration Number:	2189523	BIG EAST
Registration Number:	1862502	BOATING INDUSTRY
Registration Number:	1988841	WATERCRAFT WORLD
Registration Number:	1812086	ARCHERY BUSINESS
Registration Number:	1656774	SNOW GOER
Serial Number:	85132483	ATV SPORT
Serial Number:	85047614	POWERSPORTS BUSINESS

CORRESPONDENCE DATA

Fax Number: (212)354-8113
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2128198200
Email: fcutajar@whitecase.com
Correspondent Name: White & Case LLP
Address Line 1: 1155 Avenue of the Americas
Address Line 2: Patents & Trademarks
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	1155732-0186
NAME OF SUBMITTER:	Frances B. Cutajar
Signature:	/Frances B. Cutajar/
Date:	12/03/2010

Total Attachments: 8
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GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, Ehlert Publishing Group, Inc. (the "Grantor"), with principal offices at 6420 Sycamore Lane, Suite 100, Maple Grove, MN 55369, hereby grants to The Bank of New York Mellon Trust Company, N.A., as Collateral Agent, with an office at 700 South Flower Street, Suite 500, Los Angeles, CA 90017, (the "Grantee"), a continuing security interest in (i) all of the Grantor's right, title and interest in, to and under the United States trademarks, trademark registrations and trademark applications (the "Marks") set forth on Schedule A attached hereto, (ii) all Proceeds (as such term is defined in the Security Agreement referred to below) and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated, and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.

THIS GRANT is made to secure the satisfactory performance and payment of all the Obligations of the Grantor, as such term is defined in the Pledge and Security Agreement among the Grantor, the other Grantors from time to time party thereto and the Grantee, dated as of November 30, 2010 (as amended, modified, restated and/or supplemented from time to time, the "Security Agreement"). Upon the occurrence of the Termination Date (as defined in the Security Agreement), the Grantee shall execute, acknowledge, and deliver to the Grantor an instrument in writing releasing the security interest in the Marks acquired under this Grant.

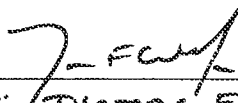
This Grant has been granted in conjunction with the security interest granted to the Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this

Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

[Remainder of this page intentionally left blank; signature page follows]

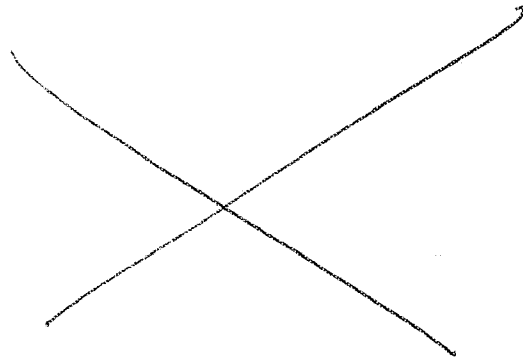
IN WITNESS WHEREOF, the undersigned have executed this Grant as of the
29 day of November, 2010

EHLERT PUBLISHING GROUP, INC., Grantor

By 
Name: Thomas F. Wolfe
Title: SVP/CEO

CALIFORNIA JURAT WITH AFFIANT STATEMENT

- See Attached Document (Notary to cross out lines 1-6 below)
- See Statement Below (Lines 1-5 to be completed only by document signer[s], not Notary)



Signature of Document Signer No. 1

Signature of Document Signer No. 2 (if any)

State of California

County of Ventura

Subscribed and sworn to (or affirmed) before me on this

29 day of November, 2010, by
Date Month Year

(1) Thomas F. Wolfe
Name of Signer

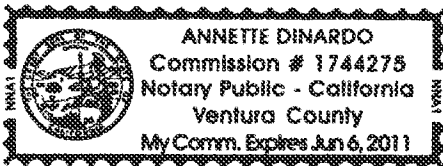
proved to me on the basis of satisfactory evidence to be the person who appeared before me (.) (.)

(and

(2) _____
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me.)

Signature Annette Dinardo
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

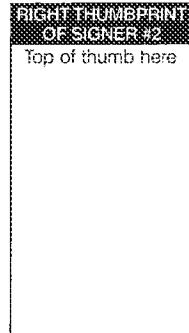
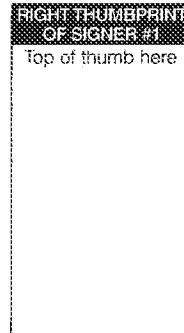
Further Description of Any Attached Document

Title or Type of Document: Ehlert Pub. Group

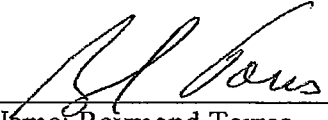
Trademark Assignment

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____



THE BANK OF NEW YORK MELLON TRUST
COMPANY, N.A., as Collateral Agent and Grantee

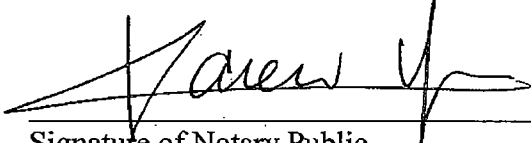
By 
Name: Raymond Torres
Title: Senior Associate

STATE OF CALIFORNIA)
)
COUNTY OF LOS ANGELES)

On November 29, 2010 before me, Karen Yu, Notary Public, personally appeared Raymond Torres, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that ~~he/she~~ executed the same in ~~his/her~~ authorized capacity, and that by ~~his/her~~ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature of Notary Public



(Seal)

SCHEDULE A

	Serial Number	Reg. Number	Word Mark	Status
1	85132483		ATV SPORT	LIVE
2	85047614		POWERSPORTS BUSINESS	LIVE
3	78980051	3485054	ATV MAGAZINE	LIVE
4	78860315	3443291	ATV MAGAZINE	LIVE
5	78860313	3420456	INSIDE POWERSPORTS	LIVE
6	78504782	3095055	TOW VEHICLE OF THE YEAR	LIVE
7	77591787	3805372	TRAILER BOATS	LIVE
8	77726339	3715072	WATERCRAFT WORLD	LIVE
9	77354034	3433589	UTV MAGAZINE	LIVE
10	77354024	3637421	BOATING INDUSTRY	LIVE
11	76441491	2801898	BASS & WALLEYE BOATS	LIVE
12	76267208	2720545	BOW HUNTING WORLD	LIVE
13	76256219	2617541	THUNDER PRESS	LIVE
14	75865977	2629768	TRAILER BOATS	LIVE
15	75598551	2350998	EHLERT'S POWERSPORTS BUSINESS	LIVE
16	75581702	2281754	CAMPING LIFE	LIVE
17	75383896	2388184	ATV SPORT	LIVE
18	75059978	2239859	DREAM DEMO	LIVE
19	75059493	2200681	RODE REPORTS	LIVE
20	75030190	2008722	POWERBOAT	LIVE
21	75030189	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE	LIVE
22	74619253	2127883	ATV MAGAZINE	LIVE
23	74487257	2189523	BIG EAST	LIVE
24	74469884	1862502	BOATING INDUSTRY	LIVE
25	74441819	1988841	WATERCRAFT WORLD	LIVE
26	74288424	1812086	ARCHERY BUSINESS	LIVE
27	74015270	1656774	SNOW GOER	LIVE